

REP HEADLINE# 6290978 TRF# E:120821  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG23/12 09.55  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID  
 138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)  
 BEVERLY, MA 01915  
 ORDER # \_\_\_\_\_ CONTRACT # 6290978 CLASS: NATL. LOCAL REGIONAL  
 PRDCT ROMNEY FOR PRESIDENT EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES AUG22/12 AUG26/12 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG23/12 09.55

REP: REVISIONS  
 CANCELLED LINE 11  
 MG ON LINES 13-14  
 REV TTL \$34,725 @33X  
 PLEASE CONFIRM  
 THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ROMNEY FOR PRESIDENT (BALANCE)

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
11	S		700P-800P	30		\$6,500.00	8/26	8/26	0		SUN	0
PROGRAM : DATELINE												
CON COM1: DATELINE												
13	A		630P-700P	30		\$3,500.00	8/24	8/24	1		FRI	1
PROGRAM : NEWS												
CON COM1: NEWS												
14	A		1200N-100P	30		\$200.00	8/25	8/25	1		SAT	1
PROGRAM : SAT NOON NEWS												
CON COM1: SAT NOON NEWS												

*Handwritten initials/signature*

*8/24/12 H/C (B)*

REP HEADLINE# 6290978 TRF# E:120821  
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ORDER WORKSHEET HARRIS REPORT FROM REP AUG23/12 09.55  
\*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AUG/12			34725.00									
CONTRACT TOTAL 34725.00												
TOTAL SPOTS 33												

MARKET TOTALS \$37,525 WFLA 100% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WPTA 0% WMOR 0%  
WMOX 0% WXPX 0% WWSB 0% CABL 0%

PACKAGE TO EVEN ROMNEY'S MONEY BALANCE AT STATION

SVC- NSI BOOKS- AUG/PJ  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 749 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Mitt Romney/ R/ President/ US	<b>Submission Cost:</b> 34725	<b>Campaign Ref:</b> E:120821057
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 08/26/12	<b>Weeks:</b> 1	<b>Order Ref:</b> 06290978
<b>Est/PO Number:</b> 06290978	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Romney For President	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	Total	Cost
1	M-F 5a News ..WTF..	01	300	30 Comme	Nbr of Spots 3	3	900
2	M-F 530a News ..WTF..	01	500	30 Comme	Nbr of Spots 3	3	1500
3	Sat 7a Today Show .....S.	03	550	30 Comme	Nbr of Spots 2	2	1100
4	Sat 9a News .....S.	02	475	30 Comme	Nbr of Spots 1	1	475
5	M-F 10a News ..WTF..	01	300	30 Comme	Nbr of Spots 3	3	900
6	M-F 12p Today Show III ..WTF..	02	275	30 Comme	Nbr of Spots 6	6	1650
7	Sat 12p News .....S.	02	200	30 Comme	Nbr of Spots 1	1	200
8	Sun 12p News .....S	02	200	30 Comme	Nbr of Spots 1	1	200
9	M-F 3p Doctors	04	425	30 Comme	Nbr of Spots 6	6	2550
<b>Weekly Totals: Total Spots(Ord Spots)</b>					33	33	

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 749 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Mitt Romney/ R/ President/ US	<b>Submission Cost:</b> 34725	<b>Campaign Ref:</b> E:120821057
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 08/26/12	<b>Weeks:</b> 1	<b>Order Ref:</b> 06290978
<b>Est./PO Number:</b> 06290978	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	Total	Cost
10	M-F 730p Entertainment Tonight WTF..	02	1850	30 Comme	Nbr of Spots	3	5550
11	Sun 8p ET / 7p CT Sun Night Football - Preseason .....S	05	8000	30 Comme	Nbr of Spots	2	16000
12	M-F 630p ET / 530p CT NBC Nightly News ..F..	02	3500	30 Comme	Nbr of Spots	1	3500
13	Sat 12p News .....S	02	200	30 Comme	Nbr of Spots	1	200
<b>Weekly Totals:</b> Total Spots(Ord Spots)					33	33	

Grand Totals		Month 8 Weeks: 4	
	Totals	08/20	
Spots	33		33
Cost	34725		34725

Grand Totals:	Spots:	33
	Gross Total:	34,725.00
	Commission:	5,208.75
	Net Total:	29,516.25

AUG21/12 12.03  
\*\*\* WFLA-TV \*\*\*

REP. #	OFF. #	SALESMAN #
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
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9	9	9
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95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

BUYER NAME STEPHANIE KINCAID

SALES PRSN WA-  
MEGHAN MCCARR (H)

BEVERLY, MA 01915

	CLASS: NATL.	LOCAL	REGIONAL
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(CHE)

FLIGHT DATES AUG22/12 AUG26/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG21/12	12.03
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REP: PACKAGE TO EVEN ROMNEY'S MONEY BALANCE AT STATION

TTL \$37,525 @32X  
PLEASE CONFIRM  
THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ROMNEY FOR PRESIDENT (BALANCE)

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-530A	30		\$300.00	8/22	8/24	3		W-F	3
PROGRAM : NEWS 5A												
CON COM1: NEWS 5A												
2			530A-600A	30		\$500.00	8/22	8/24	3		W-F	3
PROGRAM : NEWS 530A												
CON COM1: NEWS 530A												
3			700A-900A	30		\$550.00	8/25	8/25	2		SAT	2
PROGRAM : TODAY SHOW SAT												
CON COM1: TODAY SHOW SAT												
4			900A-1000A	30		\$475.00	8/25	8/25	1		SAT	1
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												

REP HEADLINE# 6290978  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG21/12 12.03  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			1000A-1030A PROGRAM : NEWS 10A CON COM1: NEWS 10A	30		\$300.00	8/22	8/24	3		W-F	3
6			1200N-100P PROGRAM : TODAY SHOW3 CON COM1: TODAY SHOW3	30		\$275.00	8/22	8/24	6		W-F	6
7			1200N-100P PROGRAM : SAT NOON NEWS CON COM1: SAT NOON NEWS	30		\$200.00	8/25	8/25	1		SAT	1
8			1200N-100P PROGRAM : SUN NOON NEWS CON COM1: SUN NOON NEWS	30		\$200.00	8/26	8/26	1		SUN	1
9			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	8/22	8/24	6		W-F	6
10			730P-800P PROGRAM : ET CON COM1: ET	30		\$1,850.00	8/22	8/24	3		W-F	3
11			700P-800P PROGRAM : DATELINE CON COM1: DATELINE	30		\$6,500.00	8/26	8/26	1		SUN	1
12			800P-1100P PROGRAM : SUN NIGHT FTBL CON COM1: SUN NIGHT FTBL	30		\$8,000.00	8/26	8/26	2		SUN	2

AUG/12 37525.00 CONTRACT TOTAL 37525.00  
 TOTAL SPOTS 32

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

MARKET TOTALS \$37,525

WFLA 100% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WTTA 0% WMOR 0%

WMOX 0% WXPX 0% WWSB 0% CABL 0%

PACKAGE TO EVEN ROMNEY'S MONEY BALANCE AT STATION

SVC- NSI BOOKS- AUG/PJ

DEMOS- RA35+\*

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	31025	Campaign Ref:	E:120821057
Buyer:	US	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 08/26/12	Weeks:	1	Order Ref:	06290978
Est./PO Number:	06290978	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	Total	Cost
1	M-F 5a News ..WTF..	01	300	30 Comme	Nbr of Spots 3	3	900
2	M-F 530a News ..WTF..	01	500	30 Comme	Nbr of Spots 3	3	1500
3	Sat 7a Today Show .....S.	03	550	30 Comme	Nbr of Spots 2	2	1100
4	Sat 9a News .....S.	02	475	30 Comme	Nbr of Spots 1	1	475
5	M-F 10a News ..WTF..	01	300	30 Comme	Nbr of Spots 3	3	900
6	M-F 12p Today Show III ..WTF..	02	275	30 Comme	Nbr of Spots 6	6	1650
7	Sat 12p News .....S.	02	200	30 Comme	Nbr of Spots 1	1	200
8	Sun 12p News .....S.	02	200	30 Comme	Nbr of Spots 1	1	200
9	M-F 3p Doctors	04	425	30 Comme	Nbr of Spots 6	6	2550
Weekly Totals: Total Spots(Ord Spots)					31	31	



American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Mitt Romney/ R/ President/ US	<b>Submission Cost:</b> 31025	<b>Campaign Ref:</b> E:120821057
<b>Buyer:</b> US	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 08/26/12	<b>Weeks:</b> 1	<b>Order Ref:</b> 06290978
<b>Est./PO Number:</b> 06290978	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	Total	Cost
10	M-F 730p Entertainment Tonight ..WTF..	02	1850	30 Comme	Nbr of Spots	3	5550
11	Sun 8p ET / 7p CT Sun Night Football - Presason .....S	05	8000	30 Comme	Nbr of Spots	2	16000
<b>Weekly Totals:</b> Total Spots(Ord Spots)					31	31	

<b>Grand Totals</b>		<b>Month 8 Weeks: 4</b>	
<b>Totals</b>		<b>08/20</b>	
Spots	31		31
Cost	31025		31025

<b>Grand Totals:</b>	<b>Spots:</b> 31
	<b>Gross Total:</b> 31,025.00
	<b>Commission:</b> 4,653.75
	<b>Net Total:</b> 26,371.25



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

134029  
American Rambler Productions  
138 Conant Street  
BEVERLY MA 01915

REP.: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV.: Mitt Romney/ R/ President/ U  
PROD: Romney For President

2012  
INVOICE DATE 08/26/12 E:120821057  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032107  
PAGE 1  
BROADCAST MONTH 07/30/2012 - 08/2  
SCHEDULE DATES 8/20/12- 8/26/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: Desc: 06290978

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 5a News	300.00	1	3	8/22	WE	05:23A	30 2012MRFP079	300.00	
				8/23	TH	05:23A	30 2012MRFP079	300.00	
				8/24	FR	05:10A	30 2012MRFP079	300.00	
M-F 530a News	500.00	2	3	8/22	WE	05:39A	30 2012MRFP084	500.00	
				8/23	TH	05:40A	30 2012MRFP087	500.00	
				8/24	FR	05:42A	30 2012MRFP087	500.00	
Sat 7a Today Show	550.00	3	2	8/25	SA	07:26A	30 2012MRFP079	550.00	
				8/25	SA	09:00A	30 2012MRFP087	550.00	
Sat 9a News	475.00	4	1	8/25	SA	09:31A	30 2012MRFP079	475.00	
M-F 10a News	300.00	5	3	8/22	WE	10:28A	30 2012MRFP079	300.00	
				8/23	TH	10:17A	30 2012MRFP079	300.00	
				8/24	FR	10:29A	30 2012MRFP079	300.00	
M-F 12p Today Show III	275.00	6	6	8/22	WE	12:27P	30 2012MRFP084	275.00	
				8/22	WE	12:52P	30 2012MRFP079	275.00	
				8/23	TH	12:29P	30 2012MRFP087	275.00	
				8/23	TH	12:49P	30 2012MRFP079	275.00	
				8/24	FR	12:27P	30 2012MRFP087	275.00	
				8/24	FR	12:51P	30 2012MRFP079	275.00	
Sat 12p News	200.00	7	1	8/25	SA	12:32P	30 2012MRFP087	200.00	
Sun 12p News	200.00	8	1	8/26	SU	12:24P	30 2012MRFP079	200.00	

\*\*\* Continued \*\*\*

PERIOD COST	34,725.00	33 Total Units							
		ACTUAL GROSS BILLING	34,725.00					Debits	.00
		AGENCY COMMISSION	5,208.75					Credits	.00
		NET DUE	29,516.25					TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER Mitt Romney/ R/ President/ U  
PRODUCT Romney For President

INVOICE NUMBER 0100032107  
BROADCAST MONTH 07/30/2012 - 08/26/  
AMOUNT DUE 29,516.25

REMIT TO:

\*00169

000134029  
American Rambler Productions  
138 Conant Street  
BEVERLY MA 01915

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000134029 00000100032107 002951625 0



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

134029  
American Rambler Productions  
138 Conant Street  
BEVERLY MA 01915

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Mitt Romney/ R/ President/ U  
PROD: Romney For President

2012  
INVOICE DATE 08/26/12  
ORDER TYPE Political  
WFLA I SS  
E: 120821057  
WFLA  
INVOICE NUMBER 0100032107  
PAGE 2  
BROADCAST MONTH 07/30/2012 - 08/2  
SCHEDULE DATES 8/20/12- 8/26/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF:  
Desc: 06290978

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 3p Doctors	425.00	9 6	8/22	WE	03:20P	30 2012MRFP084 :30 Commercial	425.00	
			8/22	WE	03:47P	30 2012MRFP079	425.00	
			8/23	TH	03:32P	30 2012MRFP087	425.00	
			8/23	TH	03:48P	30 2012MRFP079	425.00	
			8/24	FR	03:36P	30 2012MRFP087	425.00	
			8/24	FR	03:47P	30 2012MRFP079	425.00	
M-F 730p Entertainment Tonight	1850.00	10 3	8/22	WE	07:56P	30 2012MRFP084 :30 Commercial	1850.00	
			8/23	TH	07:54P	30 2012MRFP087	1850.00	
			8/24	FR	07:40P	30 2012MRFP087	1850.00	
Sun 8p ET / 7p CT Sun Night Fo	8000.00	11 2	8/26	SU	07:59P	30 2012MRFP087 :30 Commercial	8000.00	
			8/26	SU	11:05P	30 2012MRFP079	8000.00	
M-F 630p ET / 530p CT NBC Nigh	3500.00	12 1	8/24	FR	06:50P	30 2012MRFP079 :30 Commercial	3500.00	
Sat 12p News	200.00	13 1	8/25	SA	12:50P	30 2012MRFP087 :30 Commercial	200.00	
Total Airtime Gross Spot Revenue:			34,725.00					

PERIOD COST	34,725.00	33 Total Units		Debits	.00
		ACTUAL GROSS BILLING	34,725.00	SUB-TOTALS	Credits .00
		AGENCY COMMISSION	5,208.75	TOTAL RECONCILING	.00
		NET DUE	29,516.25		

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.